Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) A system for providing a marine product configuration and pricing system, the system comprising:

a memory;

a programmable circuit configured to execute program instructions stored in the memory, the program instructions including a plurality of modules including:

an index product module ~~operating on a computing system~~ for displaying all of available marine products that may be configured by the marine product configuration and pricing system;

a markup module ~~operating on the computing system~~ for separately specifying an amount a dealer price is to be increased for a marine product and each optional item available for the marine product based upon a specified figure;

a price quoting generation module ~~operating on the computing system~~ for selecting the marine product and optional items to be included within a configured marine product, the price quoting generation module generating a customer price for the marine product, selected optional items, and a total price for the configured marine product using pricing data from the markup module; and

a quote sheet module ~~operating on the computing system~~ for generating a quote sheet document containing information describing the configured marine product and its generated price.

2.   (Previously Presented) The system according to claim 1, wherein the index product module includes a first hyperlink corresponding to every marine product to be configured, the first hyperlink activates the price quoting generation module using configuration and pricing data

3

corresponding to the selected marine product.

3.   (Previously Presented) The system according to claim 2, wherein the index product module includes a second hyperlink corresponding to every marine product to be configured, the second hyperlink presents specification data corresponding to a particular marine product.

4.   (Original)   The system according to claim 3, wherein the specification data is displayed within an HTML document.

5.   (Original) The system according to claim 3, wherein the specification data is displayed within a PDF document.

6.   (Previously Presented) The system according to claim 1, wherein the price quoting generation module utilizes a markup percentage value to specify an amount a dealer price is to be increased when generating a customer price.

7.   (Original) The system according to claim 1, wherein the price quoting generation module utilizes a margin percentage value to specify the amount a dealer price is to be increased when generating a customer price.

8.   (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing only customer pricing.

9.   (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing only dealer pricing.

10.   (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing both dealer pricing and customer pricing.

4

11.   (Previously Presented) The system according to claim 9, wherein the quote sheet module further generates an optional item order sheet document for each optional item included within the configured marine product.

12.   (Currently Amended) A method for providing a marine product configuration and pricing system on a computing system, the method comprising:

    selecting a configurable marine product from a group of all available marine products;

    selecting one or more optional items from a group of available optional items corresponding to the selected configurable marine product, the group of available optional items received from a plurality of sources;

    generating a dealer cost for the selected configurable marine product and the selected one or more optional items from a database of dealer costs;

    generating a customer price for the selected configurable marine product and the selected one or more optional items using the dealer costs and a price increase value corresponding to the selected configurable marine product and to each of the selected one or more selected optional items; and

    generating an individualized price quote document for the selected configurable marine product and the selected one or more optional items.

13.   (Original) The method according to claim 12, wherein the price increase value corresponding to a group of the selected one or more selected optional items corresponds to a single group price increase value specified in a set of price increase values.

14.   (Original) The method according to claim 13, wherein the price increase value is defined as a markup percentage value.

15.   (Original) The method according to claim 12, wherein the price increase value is defined

as a margin percentage value.

16.   (Original) The method according to claim 12, wherein the method further comprises modifying the price increase value for at least one of the price increase value corresponding to one of the selected optional items to generate a modified individual price quote document.

17.   (Original) The method according to claim 12, wherein the individualized price quote document includes the customer price.

18.   (Original) The method according to claim 12, wherein the individualized price quote document includes the dealer costs.

19.   (Original) The method according to claim 12, wherein the individualized price quote document includes both the customer price and the dealer costs.

20.   (Original) The method according to claim 12, wherein the method further comprises generating a set of ordering documents, each order document in the set of ordering documents corresponds to each of the selected optional items.

21.   (Currently Amended) A computer-storage medium containing computer readable data encoding instructions for implementing a computer implemented method for providing a marine product configuration and pricing system, the method comprising:

      selecting a configurable marine product from a group of all available marine products;

      selecting one or more optional items from a group of available optional items corresponding to the selected configurable marine product, the group of available optional items received from a plurality of sources;

      generating a dealer cost for the selected configurable marine product and the selected one or more optional items from a database of dealer costs;

generating a customer price for the selected configurable marine product and the selected one or more optional items using the dealer costs and a price increase value corresponding to the selected configurable marine product and to each of the selected one or more selected optional items; and

generating an individualized price quote document for the selected configurable marine product and the selected one or more optional items.

22.   (Previously Presented) The computer-storage medium according to claim 21, wherein the price increase value corresponding to a group of the selected one or more selected optional items corresponds to a single group price increase value specified in a set of price increase values.

23.   (Previously Presented) The computer-storage medium according to claim 22, wherein the price increase value is defined as a markup percentage value.

24.   (Previously Presented) The computer-storage medium according to claim 21, wherein the price increase value is defined as a margin percentage value.

25.   (Previously Presented) The computer-storage medium according to claim 21, wherein the method further comprises modifying the price increase value for at least one of the price increase value corresponding to one of the selected optional items to generate a modified individual price quote document.

26.   (Previously Presented) The computer-storage medium according to claim 21, wherein the individualized price quote document includes the customer price.

27.   (Previously Presented) The computer-storage medium according to claim 21, wherein the individualized price quote document includes the dealer costs.

28.   (Previously Presented) The computer-storage medium according to claim 21, wherein the individualized price quote document includes both the customer price and the dealer costs.

29.   (Previously Presented) The computer-storage medium according to claim 21, wherein the method further comprises generating a set of ordering documents, each order document in the set of ordering documents corresponds to each of the selected optional items.

30.   (Canceled)

31.   (Currently Amended) The method according to claim 12, wherein a first hyperlink corresponds to every marine product to be configured, the first hyperlink ~~activating~~ generating the customer price using configuration and pricing data corresponding to the selected marine product.

32.   (Previously Presented) The method according to claim 31, wherein a second hyperlink corresponds to every marine product to be configured, the second hyperlink presenting specification data corresponding to a particular marine product.

33.   (Previously Presented) The method according to claim 32, wherein the specification data is displayed within an HTML document.

34.   (Previously Presented) The method according to claim 32, wherein the specification data is displayed within a PDF document.

35.   (Previously Presented) The computer-storage medium according to claim 21, wherein a first hyperlink corresponds to every marine product to be configured, the first hyperlink

activating generating the customer price using configuration and pricing data corresponding to the selected marine product.

36.   (Previously Presented) The computer-storage medium according to claim 35, wherein a second hyperlink corresponds to every marine product to be configured, the second hyperlink presenting specification data corresponding to a particular marine product.

37.   (Previously Presented) The computer-storage medium according to claim 36, wherein the specification data is displayed within an HTML document.

38.   (Previously Presented) The computer-storage medium according to claim 36, wherein the specification data is displayed within a PDF document.

39.   (New) A computerized system for providing marine product configuration and pricing useable at a marine product dealer, the system comprising:

    a memory;

    a programmable circuit configured to execute program instructions stored in the memory, the program instructions including a plurality of modules including:

        an index product module for displaying all of available marine products that may be configured by the marine product configuration and pricing system, the index product module including a first hyperlink and a second hyperlink each corresponding to each marine product to be configured,

        wherein the first hyperlink activates the price quoting generation module using configuration and pricing data corresponding to a selected marine product, and

        wherein the second hyperlink is configured to present specification data corresponding to a particular marine product;

a markup module for separately specifying an amount a dealer price is to be increased for a selected marine product and each optional item available for the selected marine product based upon a specified figure, each optional item capable of being received from a source selected from among a plurality of sources;

a price quoting generation module for selecting the marine product and optional items to be included within a configured marine product, the price quoting generation module configured to disable selection of one or more optional items in response to selection of at least one optional item from among the optional items available for the selected marine product, the price quoting generation module generating a customer price for the selected marine product, a customer price for the selected optional items, and a total price for the configured marine product using pricing data from the markup module; and

a quote sheet module for generating an individualized quote sheet document containing information describing the configured marine product and its generated price, wherein the individualized quote sheet document includes the customer price and the dealer costs.